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Page 25 of 25

ABSTRACT OF THE DISCLOSURE

A system for implementing a method for communicating an advertisement is disclosed. The system comprises employs a primary call center, a mobile station, a base station, and an advertiser call center. When the mobile station is registered with the base station, the primary call center controls a transmission of one or more advertisements to the mobile station in accordance with a schedule preferred by the mobile station user with each advertisement matching a profile of the mobile station user. The mobile station user can either store the advertisement for future reference or respond to the advertisement. The response can be an acknowledgement of the advertisement or a desire to establish a communication link between the mobile station and the advertiser call center to thereby attempt a purchase of a good or a service. In response to an advertisement, the mobile station user is provided with a reward as an incentive to regularly receive advertisements.

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